

**South Park Stakeholders Group – Board of Directors Meeting  
Thursday, October 17, 2013, 8:30 AM  
1333 S. Hope St, Los Angeles, CA 90015**

**Board Members:** Robin Bieker, Bob Buente, Shelby Jordan, David Galaviz  
*Absent: Gary Warfel, Martha Saucedo, Phillip Hill, Cliff Hoffman*

**Staff/Contract:** Jessica Lall, Amanda Irvine, Victor Gonzalez, Dennis Robles,  
Karla Ramos

**Guests:** Diana Edoyan, Doyle McDonald, Rick Poulos, Al Labsilk, Kevin

**MINUTES:**

**Chairman of the Board, Robin Bieker, called the meeting to order at 8:35 AM**

| <i>Item</i>   | <i>Discussion</i>  | <i>Action taken?</i>   |
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| <b>Public Comment</b>                                 | None   | <b>No action taken</b>   |
| <b>Review and approve August 2013 Minutes</b>         | None   | <b>Robin motions to approve, David seconds, all in favor, none opposed.</b>  |
| <b>Review and approve September 2013 Minutes</b>      | None   | <b>Robin motions to approve, Shelby seconds, all in favor, none opposed.</b> |
| <b>Secretary's Report</b>                             |  |  |
| <i>Presentation: Nomination Committee Board Slate</i> |  |  |
| 1. Combining Secretary & Treasurer Position           | Proposing this combination of positions because SP has a 7 person Board; the Executive Committee has to be only 3 people, as 4 people is Board quorum. Therefore, with the Secretary and Treasurer as one position, the Executive Committee can be the correct size. | <b>Robin motions, Shelby approves, all in favor, none opposed.</b>           |
| 2. Selection of Board Officers                        | Shelby Jordan is recommended as Vice President, Bob Buente as Secretary/Treasurer for the upcoming slate.  | <b>David motions, Robin approves, all in favor, none opposed.</b>            |
| 3. Establishing Executive Committee                   | Executive Committee is proposed to consist of President, Vice President, and Secretary/Treasurer.  | <b>Bob motions, David approves, all</b>                                      |

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|  |   | <b>in favor, none opposed.</b>  |
| 4. Selection of new board members          | This new slate includes people who are all very committed to South Park; they are on committees, have active concerns and dialogue about the neighborhood. The Board would like to formally invite Nate Nusbaum, Richard Wu, and Terri Toennies. Terri is recommended as chair of DISI Committee. We had many wonderful applicants, and those who were not formally inducted are highly encouraged to become or stay involved with our committees.  | <b>Bob motions to approve the slate and proposed items above, David seconds, all in favor none opposed.</b>   |
|  | <b>Executive Director</b>   |   |
| 1. New BID Establishment Update            | <p>As discussed in the July meeting, the white area on the Downtown BID map between SP and the Fashion District does not have a BID. Many of the property owners in that area are interested in becoming part of South Park. There is a plan in place for those property owners to join together as a steering committee to create their own BID. This BID could sunset at the same as South Park, when both BIDs could be reestablished together. Meetings have started with consultant Tara Devine, and have gone very positively. South Park BID cannot financially fund the effort, but the property owners in the new area are pooling funds to start the feasibility study. Council District 14 and City Clerk's office are in favor.</p> <p>Jessica proposes to our Board that they continue to allow Jessica and Amanda to spend up to 15% of our time helping in this effort provided the funds are secured.</p> <p>Also, will be proposing South Park Stakeholders Group be the manager of the other BID's bank account.</p> <p><b>AI</b> – Emrani owns some property just in that area, you should talk to them.</p> | <b>Robin motions that South Park staff spend up to 15% of its time helping the new BID establishment provided the funds are secured, Bob seconds, all in favor, none opposed.</b> |
| 2. CA Downtown Association Lobbying Effort | Board received an email from Kerry Morrison of Hollywood Alliance BID. CDA is the state-wide organization for BIDs. LA is unique because CA and LA both have ordinances relating to BIDs. BIDs have recently been having trouble with the issues relating to special vs. general benefits, as there have been several lawsuits statewide defining that some amount of the work BIDs do is general benefit. This has resulted in a lot of ambiguity for BIDs moving forward, as the city has deemed that   | <b>Bob motions to allocate up to \$5,000 towards CDA's efforts, Robin seconds, none opposed.</b>  |

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|   | anything considered general benefits cannot be funded by assessment dollars. CDA is proposing to hire a lobbyist to fix the general vs. special benefits on a state level. They are asking for 1.5% of our budget to help with this effort. For us that would be \$2,500, but we may want to allocate a little more in case the effort extends longer. |                        |
| 3. ULI TAP Update (October 24 & 25)   | South Park has hired ULI to do a TAP study and will be presenting their initial findings on the afternoon of Oct 25 <sup>th</sup> . It will be chaired by Amy Bodek of Long Beach. Please RSVP if you plan to attend. The final report will be presented on Dec. 12 at the South Park annual meeting, along with the Jones Lang LaSalle report.        | <b>No action taken</b> |
| <b>Committee Reports</b>  |  |                        |
| 1. <i>DISI</i><br>a. Marketing plan update<br>b. November 9, 2013 EVO Disaster Preparedness | a. We're in the process of finalizing our marketing plan and sponsorship package for next year, working with Linh Ho. Should have a draft ready to go for next Board Meeting.<br>b. EVO has hired Triden Global to do a disaster plan and will have a related outdoor fair event, we are contributing \$2,000 for that event.                          | <b>No action taken</b> |
| 2. <i>SOBO</i><br>a. Work Order Implementation  | a. Clean Team has access to log in and complete request forms, we're working on getting it finalized and moving forward with the Security reporting.   | <b>No action taken</b> |
| <b>Treasurer's Report</b>   |  |                        |
| <b>Other Business</b>   | <b>Diana</b> – Was an intern with Tanner in Councilmember Huizar's office, is now the new caseworker, deals with constituent issues.<br><br>Annual meeting will be on December 12 in the evening.  | <b>No action taken</b> |
| <b>Next Meeting</b>   | November 21 at 8:30 AM   |                        |

**Robin adjourns meeting at 9:21 AM.**

**NEXT STEPS:**

- **Jessica will:**
  - Notify the new slated Board Members of their acceptance onto the Board.
  - Move forward with helping the new BID establishment for no more than 15% of her time.
  - Notify CDA of South Park's contribution to lobbying efforts.
- **Amanda will:**
  - Move forward with helping the new BID establishment for no more than 15% of her time.
  - Continue working with developers on work order implementation.
  - Continue working with Linh Ho on marketing plans for next year.

**Minutes taken by Amanda Irvine, staff**